

# Do You Want to Start & Grow Your Business the Right Way?

*Starting and managing a business takes motivation and talent. Also, it requires researching and planning. We invite you to come and receive important information on how to start, run, and grow your small business venture. Here is a way to get started on the right track. These workshops will be hosted by some of the branch libraries in metropolitan Atlanta.*

## Class Titles

### Business Basics for Entrepreneurs: Essential Elements for Start-Up and Growth

Learn about the many services offered to Atlanta area business owners. You will walk away with practical "hands-on" strategies for managing your business more profitably. This workshop will help define yourself and your company, identify your client base and your strategic alliances, learn who your support team consists of, the community resources such as SBA, SBDC, SCORE and more.

July 24, 6:00–7:45 pm, Sandy Springs Regional Library  
Aug. 9, 6:00–7:45 pm, Cleveland Ave./Roy Yancy, Sr.  
Aug. 16, 10:00 am–12:00 noon, Northside Branch  
Aug. 22, 6:00–7:45 pm, Fairburn/Hobgood Palmer Branch  
Aug. 31, 10:00 am–1:00 p.m., Roswell Branch  
Sept. 9, 12:00 noon–3:00 pm, Dogwood Branch  
Sept. 13, 6:00–7:45 pm, Georgia Hill Branch

### Overview of SBA Programs and Services

This workshop will help you gain a better understanding of the various SBA programs and services that are available to prospective and current entrepreneurs who need assistance in starting or expanding their businesses. General information will be provided on SBA guaranteed loans, resource partners, surety bond guarantee, 8(a) business development program, small disadvantaged business, HUBZone, etc.

Sept. 28, 7:00–8:30 pm, Central Library/Ivan Allen Jr.

### How to Write an Effective Business Plan

The business plan is your road map to where you want to take your business and shows you the way to get there. Discover why a business plan is critical to your success, especially if you need a loan or an investor for your business.

July 19, 6:00–7:45 pm, East Atlanta Branch  
July 20, 6:00–7:45 pm, West End Branch  
July 29, 12:00 noon–2:00 pm, Adamsville/Collier Heights\*  
July 31, 6:00–7:45 pm, Sandy Springs  
Aug. 1, 6:00–7:45 pm, Fairburn/Hobgood Palmer\*

***\*Note: Two topics will be discussed in the workshop.***

### Finding Money You Need for Your Business

This detailed workshop will show you step by step how to organize and prepare a start-up or expand an existing business. Topics include different financing options such as bank loans, SBA guaranteed loans, non-bank lenders, private investors, and the myths and realities of grant funding.

July 29, 12:00 noon–2:00 pm, Adamsville/Collier Heights\*  
Aug. 1, 6:00–7:45 pm, Fairburn/Hobgood Palmer\*

### Connecting with Confidence: Making the Most of Networking Opportunities

This workshop will help you generate new business as a result of attending networking events. If you want to make more contacts and improve your results in marketing your company, you won't want to miss this workshop.

July 13, 6:00–7:45 pm, West End Branch Library

Listed below is the contact information for the libraries that are hosting the training workshops.

Northside Branch Library  
3295 Northside Parkway, N.W.  
Atlanta, GA 30327  
Tel. (404) 814-3508

East Atlanta Branch Library  
400 Flat Shoals Avenue, S.E.  
Atlanta, GA 30316  
Tel. (404) 730-5438

Roswell Regional Library  
115 Norcross Street  
Roswell, GA 30075  
Tel. (770) 640-3078

Cleveland Avenue/Roy Yancy, Sr.  
47 Cleveland Avenue, S.W.  
Atlanta, GA 30315  
Tel. (404) 762-4116

Georgia Hill Branch  
250 Georgia Avenue, S.E.  
Atlanta, GA 30312  
Tel. (404) 730-5427

Central Library /Ivan Allen Jr. Reference  
Dept.  
One Margaret Mitchell Square  
2nd Floor Conference Room  
Atlanta, GA 30303  
Tel. (404) 730-1911

Fairburn/Hobgood-Palmer Branch  
Library  
60 Valley View Drive  
Fairburn, GA 30213  
Tel. (770) 306-3138

West End Branch Library  
525 Peebles Street, S.W.  
Atlanta, GA 30310  
Tel. (404) 752-8740

Sandy Springs Regional Library  
395 Mt. Vernon Hwy, N.E.  
Atlanta, GA 30328  
Tel. (404) 303-6130

Adamsville/Collier Heights  
3424 M. L. King Jr., Drive  
Atlanta, GA 30331  
Tel. (404) 699-4206

Dogwood Branch Library  
1838 Donald Lee Hollowell Pkwy,  
Atlanta, GA 30318

## Admission is free

*Pre-Registration is required as seats are limited.*

*To register contact the reference desk at the  
Library where the training workshop is held.*

SBA's participation in this workshop is not an endorsement of the views, opinions, products, or services of any person or entity. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made. If requested at least two (2) weeks in advance. Contact Dorothy Fletcher at (404) 331-0100, ext. 305.